

## GLOSSARY

**Advertising:** *The activity or profession of producing advertisements for commercial products or services*

**Affordable:** *Inexpensive; reasonably priced*

**Alternatively:** *As another option or possibility*

**Ambience:** *The character and atmosphere of a place*

**Appropriate:** *Suitable or proper in the circumstances*

**Assumptions:** *A thing that is accepted as true or as certain to happen, without proof*

**Attention:** *Notice taken of someone or something; the regarding of someone or something as interesting or important*

**Authorisation:** *The action of authorising*

**Authorised:** *Having official permission or approval*

**Capabilities:** *The power or ability to do something*

**Catalogue:** *A complete list of items, typically one in alphabetical or other systematic order*

**Checklist:** *A list of items required, things to be done, or points to be considered, used as a reminder*

**Commercial:** *Concerned with or engaged in commerce*

**Compensation:** *Something, typically money, awarded to someone in recognition of loss, suffering, or injury*

**Competitiveness:** *Possession of a strong desire to be more successful than others*

**Confidentiality:** *The state of keeping or being kept secret or private*

**Confirmation:** *The action of confirming something or the state of being confirmed*

**Considered:** *Having been thought about carefully*

**Contractual:** *Agreed in a contract*

**Conversation:** *A talk, especially an informal one, between two or more people, in which news and ideas are exchanged*

**Dealings:** *Business relations or transactions*

**Determining:** *Causing something to occur or be done in a particular way; serving to decide something*

**Disruption:** *Disturbance or problems which interrupt an event, activity, or process*

**Dissatisfied:** *Not content or happy with something*

**Distributed:** *Give a share or a unit of (something) to each of a number of recipients*

**Documentation:** *Material that provides official information or evidence or that serves as a record*

**Eliminate:** *Completely remove or get rid of (something)*

**Enthusiasm:** *Intense and eager enjoyment, interest, or approval*

**Establishing:** *set up on a firm or permanent basis*

**Feasibility:** *The state or degree of being easily or conveniently done*

**Freight:** *Goods transported in bulk by truck, train, ship, or aircraft*

**Instruct:** *Tell or order someone to do something, especially in a formal or official way*

**Invoice:** *A list of goods sent or services provided, with a statement of the sum due for these; a bill*

**Maintaining:** *Cause or enable (a condition or situation) to continue*

**Merchandised:** *Goods to be bought and sold*

**Opportunities:** *A time or set of circumstances that makes it possible to do something*

**Presentable:** *Clean, smart, or decent enough to be seen in public*

**Procedures:** *An established or official way of doing something*

**Processing:** *A series of actions or steps taken in order to achieve a particular end*

**Procurement:** *The action of obtaining or procuring something*

**Procuring:** *Obtain (something), especially with care or effort*

**Productivity:** *The state or quality of being productive*

**Proforma:** *Done or produced as a matter of form*

**Prominently:** *With an important role; to a large extent*

**Receivable:** *Able to be received*

**Recommended:** *Advised or suggested as good or suitable*

**Responsibilities:** *The state or fact of having a duty to deal with something or of having control over someone*

**Restricting:** *Put a limit on; keep under control*

**Rewarding:** *Providing satisfaction; gratifying*

**Shipment:** *The action of shipping goods*

**Sluggish:** *Slow-moving or inactive*

## NOTES



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**Specialising:** *The action or process of becoming or making special in some respect*

**Strategy:** *A plan of action designed to achieve a long-term or overall aim*

**Subsidiary:** *Less important than but related or supplementary to something*

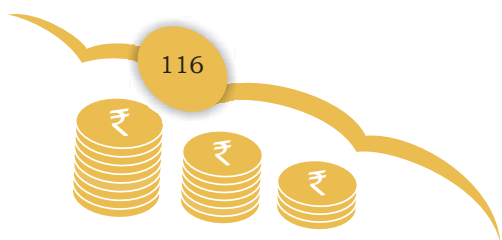
**Sympathetically:** *In a way that shows pity and sorrow for someone else's misfortune*

**Telemarketing:** *The marketing of goods or services by means of telephone calls, typically unsolicited, to potential customers*

**Transactions:** *An instance of buying or selling something*

**Trustworthy:** *Able to be relied on as honest or truthful*

**Wholesaler:** *A person or company that sells goods in large quantities at low prices, typically to retailers*



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